

MEMO

DATE: April 3, 2008

TO: Community, Economic and Human Development Committee

FROM: Mark Butala, Program Manager, 213-236-1945, butala@scag.ca.gov

SUBJECT: Compass Blueprint Public Outreach Strategy

BACKGROUND:

The FY07-08 Compass Blueprint work program approved by CEHD includes an update to the existing outreach and marketing plan. This update will be to create a program new look and theme that better reflects the program focus of offering member cities and counties the assistance needed to plan for our collective future. Three key programs to achieve this end will be reflected through a new interactive Compass Blueprint website, training modules, and targeted collateral materials.

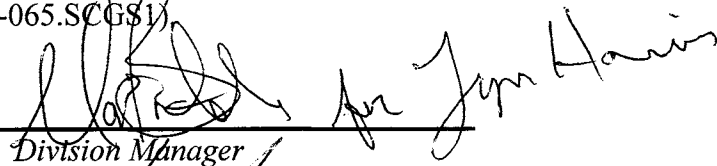
1. Partnerships for Demonstration Projects & Local Technical Assistance - Financial resources to initiate local-regional partnerships that integrate land use planning and transportation investment decision-making critical to improving mobility, accessibility and air quality in southern California. These Demonstration Projects will provide assistance to local jurisdictions for comprehensive planning solutions such as context-sensitive design, multi-modal transportation planning, infill and transit-oriented development projects, community outreach and consensus-building, fiscal and economic impact analysis, green house gas (GHG) reduction standards, innovative financing techniques and public-private partnerships.
2. Tools, Training & Capacity Building - The development and application of new planning tools to expand our "Suite of Services" toolbox that assists local governments plan accordingly with the elements of the RTP. These tools include exciting single-service applications such as the 4-D transportation modeling analysis, greenhouse gas emissions mitigation strategies, form-based code standards for reducing vehicle trips as well as the expansion and refinement of the existing visualization, EnvisionTomorrow and return on investment tools. Each of these services will include instructional materials and curriculum for conducting monthly "Toolbox Tuesdays" training sessions that teach local planners the application of these valuable resources in their daily planning activities.
3. Data and Forecasting Technical Support - SCAG through its Growth Forecasting process collects a wealth data that is useful to local governments for a range of planning, forecasting, and economic development efforts. We will package our data in easy-to-use formats to be disseminated via the web and directly upon request.

MEMO

FISCAL IMPACT:

Work associated with the Compass Blueprint Outreach Plan is budgeted in the current 2007-08 Overall Work Program (08-065.SCGS1)

Reviewed by:


Division Manager

Reviewed by:


Department Director

Reviewed by:


Chief Financial Officer